

# Application for Gold West Country Cooperative Marketing Funds

Please type:

Organization Name(s): Anaconda Chamber of Commerce Telephone (406) 563-2400

Legal Address 306 East Park Avenue City Anaconda Zip Code 59711

Project Supervisor Edith Fransen Telephone (406) 563-2400

Address 614 Cedar City Anaconda Zip Code 59711

Regional President Mike Mergenthaler Telephone (406) 447-1941

Tourism Region Cold West County

Project Title Travel Advisor

Total Budget for Project (taken from attached detailed budget) \$ 8,395.00

Percentage of Cooperative Funds Requested 48 % Dollar Amount of Cooperative Funds Requested \$ 4,029.60

Proposed starting and ending dates (maximum 1 year): From May 17, 2010 To September 18, 2010

Funding Source (Outline in detail sources from which funds are to be provided):

a. Regional/CVB funds	\$ <u>4,029.60</u>
b. Membership	\$ <u>4,029.60</u>
c. Advertising Revenue	\$ _____
d. Cash on Hand	\$ _____
e. Other	\$ _____
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
TOTAL should equal total project budget	\$ <u>8,295.00</u>

A. PROJECT COSTB. PROJECT FINANCINGC. TOTAL COSTSTATE FUNDSOTHER FUNDS

## 1. Administrative Expenses

a. Salaries	Not Allowable	\$ 4,029.60	\$
b. Fringe Benefits	Not Allowable	\$	\$
c. Travel & Per Diem	Not Allowable	\$	\$
d. Telephone	Not Allowable	\$	\$
e. Supplies	Not Allowable	\$	\$

## 2. Contracted Services (explain nature of services to be contracted):

a. Professional Services	\$	\$	\$
b. Other- Travel Advisor	\$	\$ 4,029.60	\$
c. Other	\$	\$	\$

3. Indirect Costs	Not Allowable	\$	\$
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4. Equipment			
a. Rental	\$	\$	\$
b. Purchase	Not Allowable	\$	\$

5. Advertising	\$	\$	\$
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6. Travel Shows			
a. Booth Rental	\$	\$	\$
b. Shipping & Drayage	\$	\$	\$
c. Other	\$	\$	\$

7. Travel Promotion Literature			
a. Printing (requires 3 bids)	\$	\$	\$
b. Layout	\$	\$	\$
c. Design	\$	\$	\$
d. Typesetting	\$	\$	\$
e. Color Separations	\$	\$	\$
f. Photography	\$	\$	\$
g. Distribution	\$	\$	\$
h. Other	\$	\$	\$

8. Audio-visual Presentation			
a. Printing	\$	\$	\$
b. Photography	\$	\$	\$
c. Production	\$	\$	\$
d. Other	\$	\$	\$

9. Familiarization Tours			
a. Transportation	\$	\$	\$
b. Food	\$	\$	\$
c. Lodging	\$	\$	\$
d. Other	\$	\$	\$

TOTAL \$ 8,295.00

## Cooperative Marketing Application

1. Narrative description of this project. Include how the project is executed.

The Anaconda Chamber of Commerce is proposing to hire an employee to be A travel advisor. The travel advisor will greet visitors, hand out travel literature and fill telephone and mail requests for travel information to Deer Lodge County. The travel advisor will work 40 hours per week from May 16, 2011 until September 17, 2011. Regular Chamber staff will also fill these obligations during the hours the Visitor Center is open.

Anticipated economic benefit of this prefect (i.e., increased visitation, length of stay, how project will increase appeal of region as a travel destination, etc.)

Historically, Anaconda rarely has been viewed as a travel destination. Visitors who stopped were usually on their way to or from a national park or other feature of Montana. Therefore, the Visitor Center was able to operate with its one-man staff.

With Old Works Golf Course and the growing awareness of Fairmont Hot Springs, the Pintler Scenic Route and the interest in the history of copper mining and smelting, and the Washoe Theatre, Anaconda is accommodating a growing number of summer visitors. By hiring a travel advisor the Chamber will be enabled to better serve the visiting public by offering extended hours and increased one-on-one attention. Providing the visitors with one-on-one attention from a travel advisor will lengthen guests' stays in the area: benefiting local retail, lodging and dining facilities. By extending our availability by 40 hours per week, the Chamber will conceivably make 30 additional referrals. Throughout the summer, that totals over 300 extra referrals made by a travel advisor.

Target money for this project.

The employment of a travel advisor will benefit the average 4500 who use the Visitor Center during their stay in Anaconda during the Memorial Day to Labor Day period. See attached visitor statistics. The project will also benefit the motels, restaurants and retail shops in Anaconda because of the increased referrals.

Method of Project Evaluation

At the end of summer, the Chamber Director will calculate the percentage of increase for the Visitor Center store revenue, the historic bus tour ticket sales, the quality comments received in the Visitor Center guest book and the amount of tourism literature distribute. If the increase is over 35% from previous years, we believe the project will have been worth the investment.

**Nov. 11, 2010**

**Sarah:**

**Enclosed are visitor counts for June, July and August, 2010 – 3985 compared to last year –4154.**

**The Chamber was open a total of 562 hours during that period, with Edith Fransen working 9 to 5, 5 days a week. Weekday hours were from 9-5 Monday through Friday, Saturday hours 9 to 4:30 and closed on Sundays.**

**Connie Marshall worked a total of 249.5 hours at \$7.25 per hour or a total of \$2646.84, Gene Lutey worked a total of 304 hours at \$7.25 per hour or a total of \$2204 of which Gold West Country paid \$4029.60. Connie worked from mid-May through mid-September for an additional \$617.13. Gene worked through mid-September for an additional \$174.00, bringing his total wages to \$2378.00. Connie's total wages were \$3263.97. Total wages paid \$5641.97.**

**Top 10 states visiting us:**

<b>Florida</b>	<b>Utah</b>
<b>Washington</b>	<b>Idaho</b>
<b>California</b>	<b>Arizona</b>
<b>Wisconsin</b>	<b>Wyoming</b>
<b>Oregon</b>	<b>Texas</b>